

**STUDENTS' SATISFACTION TOWARDS ONLINE LEARNING:
A STUDY AMONG HIGH SCHOOL STUDENTS IN UZBEKISTAN**



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**STUDENTS' SATISFACTION TOWARDS ONLINE LEARNING:
A STUDY AMONG HIGH SCHOOL STUDENTS IN UZBEKISTAN**

A Thesis submitted to the fulfillment
of the requirements for the degree
Master of Science (Management)
College of Business
Universiti Utara Malaysia

By
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ABSTRACT (ENGLISH)

The purpose of this study is to examine the students' satisfaction towards online learning: a study among high school students in Uzbekistan. In the past decade, the interest in using the Internet and World Wide Web in the classroom as part of the learning environment had increased drastically. This study presents an attempt to examine the relationship between students' satisfaction and four other factors which are, perceive ease of use, perceive usefulness, webpage quality and online notes. The framework of the study is based on technology acceptance model. In the study 488 high school students from Uzbekistan provided their responses. Descriptive and correlation analysis are used to analyze the relationship between the factors that affect students' satisfaction. The results of the study indicated relationships between students' satisfaction and three other factors which are, perceive ease of use, perceive usefulness and webpage quality. The findings of the study suggest that perceive ease of use, perceive usefulness and webpage quality are important factors that can affect students' satisfaction when studying online.

ABSTRACT (BAHASA MELAYU)

Tujuan dari penelitian ini adalah untuk mengetahui faktor yang mempengaruhi kepuasan mahasiswa terhadap pembelajaran online. Dalam dekad terakhir, kepentingan dalam menggunakan Internet dan World Wide Web di kelas sebagai sebahagian dari lingkungan belajar telah meningkat secara drastik. Penyelidikan ini menyajikan usaha untuk menguji hubungan antara kepuasan pelajar dan empat faktor lain yang, melihat kemudahan penggunaan, melihat kegunaan, high laman web dan nota dalam talian. Rangka kajian ini adalah berdasarkan model teknologi penerimaan. Dalam kajian tersebut 488 siswa SMA dari Uzbekistan disediakan tanggapan mereka. Deskriptif dan analisis korelasi digunakan untuk menganalisis hubungan antara faktor-faktor yang mempengaruhi kepuasan pelajar. Keputusan kajian menunjukkan hubungan antara kepuasan pelajar dan tiga faktor lain yang, merasakan kemudahan penggunaan, merasakan manfaat dan kualiti laman web. Penemuan kajian menunjukkan bahawa persepsi kemudahan penggunaan, melihat kegunaan dan high laman web merupakan faktor penting yang dapat mempengaruhi kepuasan pelajar semasa belajar online.

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CHAPTER ONE

INTRODUCTION

1.0 Introduction

Over the last decade, interest in using the Internet and World Wide Web in the classroom as part of the learning environment has increased dramatically. The value of online learning has become widely recognized and accepted. Recent developments have put pressure on companies and academic institutions to integrate online courses to their environment.

The pressures include: developing enhanced learning environments, creating online courses, accounting for cost reduction, revenue growth (with more students per course), and improving the quality of education. Methods for effective implementation of online material has, however, well understood and has few studies evaluate the user acceptance of Internet-based learning systems (ILS).

Online learning is one of the most important recent developments in the IS industry. The development of asynchronous online learning systems has presented a unique challenge for both schools and industry. Methods of assessing the effectiveness of online learning systems is a critical issue in both practice and research. However, the value of online learning systems can be assessed using a single point-scale, such as global satisfaction. The extent of online learning systems must integrate various aspects of online student satisfaction to become a useful diagnostic tool. Traditionally, the evaluation of both student teaching effectiveness (SETE) and user satisfaction (U.S.) scales were used to evaluate teaching quality or user satisfaction with IS.

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